

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 19-25, 1982 2

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE				
Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.		
					Households (000)	Share %							Households (000)	Share %				
EVENING																		
ABC MONDAY NIGHT MOVIE	9:00	120 MON.	A		11,900	14.6	25	192	96	KNOTS LANDING	10:00	60 THU.	C	12,880	15.8	28	188	98
ABC NEWS CLOSEUP(S)	10:00	60 WED.	A		9,130	11.2	21	201	99	LAVERNE & SHIRLEY	8:30	30 TUE.	A	15,730	19.3	30	196	98
ABC NEWSBRIEF-M-F	VAR	VAR M-F	A		13,200	16.2	27	189	96	LITTLE HOUSE-PRAIRIE	8:00	60 MON.	N	12,230	15.0	24	214	99
ABC NEWSBRIEF-SAT.	9:58	01 SAT.	A		13,120	16.1	29	193	96	LOU GRANT	10:00	60 MON.	C	11,490	14.1	26	196	98
ABC NEWSBRIEF-SUN.	9:56	01 SUN.	A		13,370	16.4	25	194	98	LOVE BOAT	9:00	60 SAT.	A	13,690	16.8	31	199	98
ABC SPORTS UPDATE-SAT	8:58	01 SAT.	A		11,330	13.9	25	195	97	MAGNUM, P.I.	8:00	60 THU.	C	18,910	23.2	38	198	99
ABC SPORTS UPDATE-SUN	7:40	02 SUN.	A		7,090	8.7	17	177	94	MAKING THE GRADE	9:30	30 MON.	C	12,390	15.2	25	190	98
ABC SUNDAY NIGHT MOVIE	8:00	180 SUN.	A		11,900	14.6	24	193	97	M*A*S*H	9:00	30 MON.	C	15,730	19.3	30	198	99
ABC WORLD NEWS TONIGHT	6:30	30 M-F	A		9,370	11.5	22	204	99	MCCLAIN'S LAW	10:00	60 FRI.	N	7,580	9.3	17	177	84
ABC WRLD NEWS TONIGHT-SUN	6:30	30 SUN.	A		6,930	8.5	19	158	85	MORK & MINDY	8:30	30 THU.	A	9,050	11.1	18	197	98
ALICE	9:00	30 SUN.	C		16,300	20.0	31	184	96	MYSTERIOUS POWERS OF MAN(S)	8:00	60 SAT.	A	7,500	9.2	17	179	91
ARCHIE BUNKER'S PLACE	8:00	30 SUN.	C		12,710	15.6	28	188	98	NBC MAGAZINE	10:00	60 SAT.	N	5,950	7.3	15	161	91
BAKER'S DOZEN	9:30	30 WED.	C		6,760	8.3	14	184	97	NBC MONDAY NIGHT MOVIES	9:00	120 MON.	N	12,310	15.1	26	196	97
BARBARA MANDRELL	9:00	60 SAT.	N		7,740	9.5	18	189	95	NBC NEWS SPECIAL REPORT(S)	10:30	30 SUN.	N	8,800	10.8	18	186	95
BARNEY MILLER	9:00	30 THU.	A		10,680	13.1	21	195	97	NBC NEWS UPDATE-M-F	VAR	01 M-F	N	9,860	12.1	19	171	87
BARYSHNIKOV(S)	10:00	60 WED.	C		9,050	11.1	21	191	97	NBC NEWS UPDATE-SAT.	8:58	01 SAT.	N	7,010	8.6	16	146	81
BRET MAVERICK	8:00	60 TUE.	N		13,280	16.3	26	205	98	NBC NEWS UPDATE-SUN.	8:58	01 SUN.	N	9,700	11.9	19	170	86
CAGNEY & LACEY(B)	10:00	60 SUN.	C		16,710	20.5	34	187	98	NBC NEWS UPDATE-2-M-F	9:58	01 TU&TH	N	11,980	14.7	24	173	90
CBS EVENING NEWS-RATHER	6:30	30 M-F	C		9,700	11.9	23	196	99	NBC NEWS UPDATE-2-SAT.	9:58	01 SAT.	N	7,090	8.7	16	173	88
CBS EVENING NEWS-DEAN	6:30	30 SUN.	C		7,340	9.0	20	172	89	NBC NIGHTLY NEWS-SAT.	6:30	30 SAT.	N	6,850	8.4	19	165	86
CBS REPORTS(S)	8:00	60 WED.	C		8,480	10.4	17	179	97	NBC NIGHTLY NEWS-SUN.	6:30	30 SUN.	N	6,600	8.1	18	170	86
CBS SAT. NEWS-SCHIEFFER	6:30	30 SAT.	C		7,340	9.0	21	145	85	NBC NIGHTLY NEWS	6:30	30 M-F	N	9,540	11.7	23	207	99
CBS SAT. NIGHT MOVIE	9:00	120 SAT.	C		10,920	13.4	26	188	98	NBC SUNDAY NIGHT MOVIE	9:00	90 SUN.	N	11,490	14.1	22	185	91
CBS TUESDAY NIGHT MOVIES	9:00	120 TUE.	C		8,390	10.3	17	186	97	NBC WHITE PAPER(S)	10:00	60 TUE.	N	12,230	15.0	26	200	99
CHICAGO STORY	8:30	90 FRI.	N		6,680	8.2	13	172	89	NEWSBREAK-M-F	VAR	01 M-F	C	10,760	13.2	21	172	91
CHIPS	8:00	60 SUN.	N		9,130	11.2	19	191	87	NEWSBREAK-SAT.	8:58	01 SAT.	C	8,310	10.2	19	186	96
DALLAS	9:00	60 FRI.	C		15,240	18.7	31	200	99	NEWSBREAK-SUN.	8:58	01 SUN.	C	13,610	16.7	27	172	94
DIFF'RENT STROKES	9:00	30 THU.	N		15,000	18.4	29	191	97	NO SOAP, RADIO	8:00	30 THU.	A	10,270	12.6	21	205	99
DUKES OF HAZZARD	8:00	60 FRI.	C		15,970	19.6	33	196	97	NURSE	10:00	60 FRI.	C	13,450	16.5	30	197	99
FACTS OF LIFE	9:00	30 WED.	N		14,260	17.5	28	193	95	ONE DAY AT A TIME	8:30	30 SUN.	C	13,770	16.9	28	182	95
FALL GUY	9:00	60 WED.	A		16,380	20.1	33	196	98	ONE OF THE BOYS	8:30	30 SAT.	N	8,640	10.6	19	167	85
FAME	8:00	60 THU.	N		10,680	13.1	21	198	98	PRIVATE BENJAMIN	8:00	30 MON.	C	14,830	18.2	29	184	96
FANTASY ISLAND	10:00	60 SAT.	A		11,980	14.7	30	197	98	Q.E.D.	8:00	60 TUE.	C	7,500	9.2	14	177	95
FATHER MURPHY	7:00	60 SUN.	N		7,090	8.7	17	199	94	QUINCY, M.E.	10:00	60 WED.	N	15,320	18.8	35	193	99
FLAMINGO ROAD	9:00	60 TUE.	N		12,710	15.6	24	194	95	REAL PEOPLE	8:00	60 WED.	N	14,180	17.4	29	202	95
FRIDAYS SPECIAL(S)	9:00	60 FRI.	A		10,600	13.0	21	184	94	REPORT TO MURPHY	8:30	30 MON.	C	12,230	15.0	24	187	97
GIMME A BREAK	9:30	30 THU.	N		14,260	17.5	28	184	97	SIMON & SIMON	9:00	60 THU.	C	13,280	16.3	26	190	97
GREATEST AMERICAN HERO	8:00	60 WED.	A		14,670	18.0	30	198	97	60 MINUTES	7:00	60 SUN.	C	17,440	21.4	41	204	99
HAPPY DAYS	8:00	30 TUE.	A		16,140	19.8	32	195	99	STRIKE FORCE	10:00	60 FRI.	A	10,270	12.6	23	187	95
HARPER VALLEY	8:00	30 SAT.	N		8,720	10.7	20	162	88	TAXI	9:30	30 THU.	A	11,740	14.4	23	201	98
HART TO HART	10:00	60 TUE.	A		16,870	20.7	36	203	99	TEACHERS ONLY	9:30	30 WED.	N	14,590	17.9	29	194	96
HILL STREET BLUES	10:00	60 THU.	N		12,960	15.9	29	215	99	THAT'S INCREDIBLE(B)	8:00	60 FRI.	A	9,700	11.9	20	177	92
INSIDE AMERICA	7:00	60 SUN.	A		7,090	8.7	17	178	93	THREE'S COMPANY	9:00	30 TUE.	A	17,600	21.6	33	202	99
JEFFERSONS	9:30	30 SUN.	C		17,850	21.9	34	190	98	TODAY'S FBI(B)	8:00	60 MON.	A	12,880	15.8	25	187	96
JOKEBOOK	8:00	30 FRI.	N		6,930	8.5	15	166	88	TOO CLOSE FOR COMFORT	9:30	30 TUE.	A	17,280	21.2	34	202	99

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 81,500,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 19-25, 1982 4

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE			
Duration					AUDIENCE				Duration					AUDIENCE			
Day									Day								
Ntwk									Ntwk								
Program Name					Households	Share	No.	Prog.	Program Name					Households	Share	No.	Prog.
					(000)	%	Sta.	Covg.						(000)	%	Sta.	Covg.
EVENING (CONT)																	
20/20					13,530	16.6	30	200	BATTLESTARS					3,100	3.8	18	162
WALT DISNEY					9,860	12.1	22	198	BLOCKBUSTERS					2,610	3.2	16	142
WKRP IN CINCINNATI					8,970	11.0	18	185	CAPITOL					4,160	5.1	21	194
NUMBER OF PROGRAMS 93									CAPTAIN KANGAROO					410	.5	5	96
									CBS LIBRARY(S)					3,750	4.6	13	144
									DAYS OF OUR LIVES					4,730	5.8	21	208
									DIFF'RENT STROKES M-F					1,550	1.9	10	119
									DOCTORS					1,710	2.1	9	143
									EDGE OF NIGHT					3,670	4.5	16	156
									FAMILY FEUD					5,130	6.3	27	174
LATE FRINGE																	
ABC MOVIE OF THE WEEK					2,280	2.8	14	152	GENERAL HOSPITAL					7,740	9.5	35	202
ABC MOVIE OF THE WEEK-2					1,630	2.0	15	152	GOOD MORNING, AMERICA-730					4,650	5.7	29	206
ABC NEWS:NIGHTLINE					5,380	6.6	20	186	GOOD MORNING, AMERICA-830					4,560	5.6	28	204
ABC NEWS:NIGHTLINE-THU(B)					2,280	2.8	14	184	GUIDING LIGHT					5,620	6.9	25	200
ABC WEEKEND REPORT-SAT.					5,220	6.4	15	170	LOVE BOAT DAYTIME					4,160	5.1	25	188
ABC WEEKEND REPORT-SUN.					3,100	3.8	9	172	MORNING-KURTIS & SAWYER 1					2,280	2.8	14	177
CBS NEWS SPECIAL REPORT(S)					4,730	5.8	18	164	MORNING-KURTIS & SAWYER 2					2,280	2.8	14	177
CBS SUNDAY NEWS-OSGOOD					5,710	7.0	15	128	NEWSBREAK-11.57					4,810	5.9	27	166
DAVID LETTERMAN I					2,120	2.6	14	188	NEWSBREAK-3.57					4,730	5.8	20	179
DAVID LETTERMAN II					1,470	1.8	13	188	ONE DAY AT A TIME-M-F					2,770	3.4	18	140
FANTASY ISLAND-12.00					2,610	3.2	15	159	ONE LIFE TO LIVE					6,360	7.8	31	200
FRIDAYS					3,340	4.1	17	166	PRICE IS RIGHT 1					4,890	6.0	30	193
FRIDAYS-PART 2					2,690	3.3	18	166	PRICE IS RIGHT 2					5,870	7.2	34	192
LATE MOVIE I					4,480	5.5	21	161	RYAN'S HOPE					5,460	6.7	27	185
LATE MOVIE II					3,500	4.3	28	162	SEARCH FOR TOMORROW					2,690	3.3	13	185
LOVE BOAT-12.00					2,530	3.1	16	160	TATTLETALES					2,450	3.0	10	105
NBA PLAYOFF GAME(S)					3,180	3.9	16	172	TEXAS					2,530	3.1	11	180
NBC LATE NIGHT MOVIE					1,550	1.9	8	54	TODAY SHOW-7.30AM					3,830	4.7	24	211
SATURDAY NIGHT					5,790	7.1	25	210	TODAY SHOW-8.30AM					3,750	4.6	23	211
SCTV NETWORK					2,930	3.6	20	186	WHEEL OF FORTUNE					3,750	4.6	23	183
TONIGHT SHOW					5,220	6.4	22	207	YOUNG AND THE RESTLESS					5,620	6.9	29	198
NUMBER OF PROGRAMS 21									NUMBER OF PROGRAMS 36								
WEEKDAY DAYTIME																	
ABC DAYTIME NEWSBRIEF-M-F					6,600	8.1	30	177	ABC WEEKEND SPECIALS					4,240	5.2	22	180
ALICE-M-F					3,910	4.8	25	158	ABC WIDE WORLD-SPORTS SAT					6,030	7.4	21	204
ALL MY CHILDREN					7,250	8.9	33	201	ABC WIDE WORLD-SPORTS SUN					7,910	9.7	27	190
ANOTHER WORLD					3,340	4.1	16	202	AMERICAN BANDSTAND '82					2,930	3.6	16	169
AS THE WORLD TURNS					5,380	6.6	25	201	AMERICAN SPORTSMAN					2,690	3.3	11	156

Δ Partial time interruption within program.

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(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 81,500,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 19-25, 1982 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.		Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	
	Duration	Day			Households (000)	%	%					Duration	Day			Households (000)	%	%			
WEEKEND DAYTIME (CONT)																					
BETCHA DON'T KNOW-8:28AM	8:28	02 SAT.	N	4,730	5.8	33	171	94			RICHIE RICH/SOOBY DOO-1	10:00	30 SAT.	A	4,160	5.1	23	194	99		
BETCHA DON'T KNOW-9:28AM	9:28	02 SAT.	N	7,500	9.2	40	207	99			RICHIE RICH/SOOBY DOO-2	10:30	30 SAT.	A	4,400	5.4	24	198	99		
BETCHA DON'T KNOW-10:28AM	10:28	02 SAT.	N	4,240	5.2	23	198	96			SCHOOLHOUSE ROCK-8:26AM	8:26	04 SAT.	A	3,590	4.4	25	189	94		
BETCHA DON'T KNOW-11:58AM	11:58	02 SAT.	N	2,690	3.3	15	158	77			SCHOOLHOUSE ROCK-8:55AM	8:55	04 SAT.	A	3,750	4.6	21	196	99		
BETCHA DON'T KNOW-12:28PM	12:28	02 SAT.	N	2,690	3.3	14	152	76			SCHOOLHOUSE ROCK-9:25AM	9:25	04 SAT.	A	3,590	4.4	19	195	99		
BLACKSTAR	11:30	30 SAT.	C	4,080	5.0	22	186	95			SMURFS I	8:30	30 SAT.	N	6,850	8.4	42	207	99		
BUGS BUNNY/ROAD RUNNER 1	9:30	30 SAT.	C	4,320	5.3	24	195	99			SMURFS II	9:00	30 SAT.	N	8,720	10.7	47	207	99		
BUGS BUNNY/ROAD RUNNER 2	10:00	30 SAT.	C	4,560	5.6	25	195	99			SPACE STARS I	11:00	30 SAT.	N	3,420	4.2	19	158	77		
BUGS BUNNY/ROAD RUNNER 3	10:30	30 SAT.	C	4,560	5.6	25	195	99			SPACE STARS II	11:30	30 SAT.	N	2,690	3.3	15	158	77		
BUGS BUNNY/ROAD RUNNER 4	11:00	30 SAT.	C	4,650	5.7	25	195	99			SPIDER-MAN & FRIENDS	10:30	30 SAT.	N	4,480	5.5	25	195	94		
BULLWINKLE	12:30	30 SAT.	N	1,550	1.9	8	119	63			SPORTSBEAT	2:00	30 SUN.	A	2,280	2.8	9	158	87		
CBS SPORTS SATURDAY	4:30	90 SAT.	C	3,830	4.7	15	174	93			SPORTSWORLD	2:00	120 SUN.	N	2,690	3.3	11	158	83		
DAFFY/SPEEDY SHOW	12:00	30 SAT.	N	2,530	3.1	13	152	76			SUNDAY MORNING	9:00	90 SUN.	C	3,180	3.9	23	160	92		
DEAR ALEX & ANNIE-10:56AM	10:56	03 SAT.	A	3,590	4.4	19	196	99			SUPERFRIENDS	8:00	30 SAT.	A	4,080	5.0	30	189	94		
DEAR ALEX & ANNIE-11:25AM	11:25	04 SUN.	A	1,870	2.3	10	118	80			TARZAN/L.RANGER/ZORRO HR1	8:30	30 SAT.	C	2,280	2.8	13	192	99		
FACE THE NATION	11:30	30 SUN.	C	2,770	3.4	15	162	95			TARZAN/L.RANGER/ZORRO HR2	9:00	30 SAT.	C	2,530	3.1	14	192	99		
FLINTSTONE'S COMEDY SHW2	8:00	30 SAT.	N	3,340	4.1	24	171	94			THIS WEEK-DAVID BRINKLEY	11:30	60 SUN.	A	3,100	3.8	16	166	90		
FONZ AND HAPPY DAYS GANG	11:00	30 SAT.	A	4,080	5.0	22	196	98			30 MINUTES	1:30	30 SAT.	C	2,200	2.7	12	154	89		
GOLDIE GOLD/ACTION JACK	9:00	30 SAT.	A	3,830	4.7	21	195	99			THUNDARR THE BARBARIAN	8:30	30 SAT.	A	3,830	4.7	22	194	99		
HEATHCLIFF & MARMADUKE	11:30	30 SAT.	A	4,080	5.0	23	190	96			TOM AND JERRY COMEDY SHOW	12:30	30 SAT.	C	3,260	4.0	18	163	86		
IN THE NEWS- 8:26AM	8:26	03 SAT.	C	2,530	3.1	16	188	97			TROLLKINS	12:00	30 SAT.	C	2,610	3.2	14	171	89		
IN THE NEWS- 8:56AM	8:56	03 SAT.	C	2,040	2.5	12	192	99			USA VS-WRLD-OLYMPIC SPRTS	3:30	60 SUN.	A	3,830	4.7	15	171	93		
IN THE NEWS- 9:26AM	9:26	03 SAT.	C	3,020	3.7	16	192	99			NUMBER OF PROGRAMS	72									
IN THE NEWS-9:56AM	9:56	03 SAT.	C	4,160	5.1	23	195	99													
IN THE NEWS-11:56AM	11:56	03 SAT.	C	3,260	4.0	18	186	95													
IN THE NEWS-12:26PM	12:26	03 SAT.	C	2,450	3.0	13	171	89													
IN THE NEWS-12:56PM	12:56	03 SAT.	C	3,340	4.1	19	163	86													
IN THE NEWS- 1:26PM	1:26	03 SAT.	C	3,340	4.1	17	149	83													
IN THE NEWS-10:56AM	10:56	03 SAT.	C	4,320	5.3	23	195	99													
IN THE NEWS-11:26AM	11:26	03 SAT.	C	4,400	5.4	23	195	99													
KID SUPER POWER I	9:30	30 SAT.	N	5,710	7.0	32	198	96													
KID SUPER POWER II	10:00	30 SAT.	N	4,890	6.0	27	198	96													
KIDS ARE PEOPLE TOO I	10:30	32 SUN.	A	1,220	1.5	7	118	80													
KIDS ARE PEOPLE TOO II	11:02	28 SUN.	A	1,630	2.0	9	118	80													
KWICKY KOALA SHOW	1:00	30 SAT.	C	3,340	4.1	19	149	83													
LAVERNE AND SHIRLEY	9:30	30 SAT.	A	3,990	4.9	22	197	99													
LEGENDS OF GOLF-SAT(S)	4:00	120 SAT.	N	2,690	3.3	11	164	88													
LEGENDS OF GOLF-SUN(S)	4:00	120 SUN.	N	3,260	4.0	12	193	96													
MEET THE PRESS	12:30	30 SUN.	N	3,180	3.9	16	186	98													
NBA PLAYOFF GAME-SUN-1	1:00	167 SUN.	C	5,130	6.3	21	178	95													
NBA PLAYOFF GAME-SUN-2	3:47	133 SUN.	C	4,560	5.6	16	183	97													
NBC MAJOR LEAGUE PRE GAME	1:00	18 SAT.	N	3,100	3.8	17	201	94													
NBC MAJOR LEAGUE BASEBALL	1:18	162 SAT.	N	4,730	5.8	24	202	94													
POPEYE/OLIVE COMEDY SHOW	8:00	30 SAT.	C	2,200	2.7	15	188	97													
PRO BOWLERS TOUR	3:30	93 SAT.	A	5,460	6.7	23	189	94													

Δ Partial time interruption within program.

⊖ Excludes delays which occurred after the week covered by this report.

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(B) Breakout due to coverage or change in telecast day.

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U.S. TV Households: 81,500,000